



OBJECTIVE

Haier India is a subsidiary of Haier Group. Its brand philosophy of 'Inspired Living' and is designed featuring the best-in-class innovation and technology keeping the day-to-day customer needs in mind. In 2018, Haier launched the Direct Motion Washing Machine in India and needed to communicate its unique feature of "noiselessness operation" through a TV commercial to promote the new appliance.



ASSOCIATION

ITW acted as a Talent Management partner for Haier to stitch together the commercial. The TVC intended to break the stereotypes by not associating with anyone from the world of Bollywood or Cricket. In consideration of the requirements, ITW Consulting helped identify the sporting talent that fit that description and played a crucial part in knitting these stars with Haier.

EXECUTION



ITW Consulting helped arrange the logistics as well as the end-to-end talent management to stitch the ad together accentuating the lives of India's leading sportswomen - Dipa Karmakar (Artistic Gymnast, Olympian, Khel Ratna Awardee), Hima Das (Sprint Runner, Arjuna Awardee), and Simranjit Kaur (boxer who's qualified for the Tokyo Olympics).

The commercial shines the spotlight on the laurels and pride they have brought for India on the international platform as 'Silent Performers' through their commitment and hard work while creatively amalgamating with Haier's inclination towards delivering to its promises since its inception in India.



RESULTS

GROWTH IN SHARE OF VOICE

22%  **53%**

SALES GROWTH

50% YoY

20% 

INCREASE IN SELLING PRICE
OWING TO GROWTH IN IMAGERY SCORES

AD VALUE (EDITORIAL EXPOSURES)

70,23,217 INR

campaigns
Media360
Survey | Awards

GOLD

HOUSEHOLD
APPLIANCES
PRODUCT SECTOR
CATEGORY

